

Public relations and networking skills
Eng 320
GCU
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Journey map/ new business brochure

Journey Map:

1. ****Awareness Phase:****

- Customer discovers the educational series through social media, online forums, or recommendations from related content.
- Initial engagement with teaser content showcasing the intersection of music, science, and the environment.

2. ****Interest & Exploration:****

- Interested viewers explore the content further, accessing the full series on YouTube.
- Engagement deepens as viewers learn about the Beaufort scale, musical ensembles, and the unique approach of the documentary series.

3. ****Decision-Making:****

- Viewers develop a connection with the content, leading to a decision to support the project.
- The marketing team facilitates this phase by highlighting the community aspect and exclusive benefits for supporters.

4. ****Purchase & Support:****

- Customers make a conscious decision to support the project by subscribing, contributing, or purchasing merchandise related to the documentary series.

- Transparent communication about how their support directly contributes to the production process.

5. **Utilization & Community Building:**

- Customers gain access to the full documentary series, exclusive behind-the-scenes content, and participate in community discussions.

- Regular updates and engagement activities foster a sense of belonging within the niche community.

Graphical Advertisement:

Brand Name: Tyāga

Logo: An artistic blend of musical notes forming a tree to symbolize growth, harmony, and environmental awareness.

Advertisement:

![Tyāga Advertisement](link-to-your-image)

Text:

"Dive into the Harmony of Nature with Tyāga - Where Music Meets Science. 

"Immerse yourself in our educational documentary series exploring the Beaufort scale and musical ensembles. Join a community that celebrates the intersection of music, science, and the environment. Support Tyāga and be a part of a unique journey!"

"Subscribe now to unlock exclusive content, behind-the-scenes access, and connect with like-minded individuals. Let's create a symphony of knowledge and appreciation together."

Contact and Subscription Details:

- Website: [YourWebsite.com](YourWebsiteLink)
- Social Media: @TyagaMusicDoc

Remember to replace "link-to-your-image" and "[YourWebsiteLink] (YourWebsite.com)" with the actual link to your advertisement image and your website link, respectively.

Marketing Plan and Analysis:

1. Objective:

Utilizing Google Trends, our objective is to create targeted marketing campaigns that resonate with potential customers, focusing on trending genres such as gospel reggae, reggaeton, and smooth jazz.

2. Understanding Purchase Behavior:

****Action:**** Conduct an in-depth analysis of consumer behavior within gospel reggae, reggaeton, and smooth jazz genres. Identify key factors influencing purchases, including preferences, cultural significance, and emotional connections.

****Purpose:**** To align our offerings with consumer desires, tailoring marketing strategies to appeal to the motivations behind purchases within these genres.

3. Strategic Advantage through Fusion and Cultural Richness:

****Action:**** Develop a series of fusion genre content that seamlessly blends popular trends with our unique artistic and musical style.

****Purpose:**** To leverage our strategic advantage in blending traditional and contemporary elements, creating a distinctive value proposition. This approach not only differentiates our offerings but also enhances our appeal to a broader audience drawn to the fusion of diverse musical influences.

4. Targeted Campaign Execution:

****Action:**** Craft targeted marketing campaigns based on the identified trends, incorporating insights from the consumer behavior analysis and highlighting the unique fusion content.

****Purpose:**** To influence purchase behavior by aligning our messaging with customer interests, leveraging the popularity of trending genres, and emphasizing our strategic advantage in offering culturally rich, fusion experiences.

5. Multi-Channel Engagement:

****Action:**** Implement a multi-channel marketing approach, utilizing social media, online platforms, and collaborations with influencers within the identified genres.

****Purpose:**** To maximize reach and engagement, ensuring our campaigns effectively resonate with diverse audiences interested in gospel reggae, reggaeton, and smooth jazz.

6. Data-Driven Iteration:

****Action:**** Continuously analyze campaign performance metrics, customer feedback, and emerging trends on Google Trends.

****Purpose:**** To refine and adapt marketing strategies in real-time, ensuring ongoing alignment with consumer behavior and maintaining a competitive edge in the dynamic music market.

This comprehensive marketing plan aims to not only influence purchase behavior but also capitalize on our strategic advantage in creating fusion content that blends cultural richness with popular trends.

Enhanced Journey Map:

1. **Awareness Phase:**

- Customers discover the fusion genre content through targeted marketing campaigns on social media, online platforms, and collaborations with influencers within gospel reggae, reggaeton, and smooth jazz communities.
- Initial engagement with teaser content highlighting the unique blend of traditional and contemporary elements, creating intrigue among potential customers.

2. **Interest & Exploration:**

- Interested viewers delve into the fusion genre content, accessing full-length videos and immersive experiences on various platforms.
- In-depth analysis of consumer behavior within the identified genres influences the development of content that resonates with viewers' preferences and cultural connections.

3. **Decision-Making:**

- Viewers, now emotionally connected to the fusion content, decide to explore further and engage with our offerings.
- Marketing strategies are tailored to align with consumer desires, emphasizing our unique value proposition of blending traditional and contemporary elements.

4. **Purchase & Support:**

- Customers make a conscious decision to support our brand by subscribing, purchasing merchandise, or contributing to the creation of more fusion genre content.
- Transparent communication about how their support directly contributes to the production of culturally rich, fusion experiences.

5. ****Utilization & Community Building:****

- Customers gain exclusive access to a community hub where they can discuss and share their experiences with the fusion content.
- Regular updates and engagement activities foster a sense of belonging within the niche community, enhancing customer satisfaction and loyalty.

6. ****Feedback & Iteration:****

- Continuous analysis of customer feedback, campaign performance metrics, and emerging trends ensures real-time adjustments to marketing strategies.
- The fusion genre content evolves based on insights, maintaining relevance and freshness in response to dynamic consumer behavior and market trends.

This refined journey map builds upon the initial structure, emphasizing the integration of consumer behavior analysis, targeted marketing campaigns, and the strategic advantage of blending traditional and contemporary elements to create a unique and engaging customer experience.